

**Claims:**

1. A system for determining which advertisements direct which web clicks comprising;  
a database comprising information about a user's media buys;  
a second database comprising a user's IP addresses;  
said system comparing information from said first database with information from said second database to determine which of said advertisements generated said web clicks.
2. The system of claim 1 further comprising;  
a report which shows which of said advertisements generated said web clicks.
3. The system of claim 1 wherein said information about a user's media buys comprises;  
date and time of advertising; type of advertising; location of advertisement and an expiration date for said advertisement.
4. The system of claim 3 wherein said information about a user's media buys further comprises the cost of said advertisement.
5. The system of claim 3 wherein said information about a user's media buys further comprises the demographics of said advertisement.
6. The system of claim 1 further comprising;  
a report which shows which of said web clicks do not correspond to an advertisement.
7. A method for determining which advertisements direct which web clicks comprising;  
inputting information about a user's media buys into a database;  
inputting information about a user's IP addresses into a second database;  
comparing information from said first database with information from said second database;  
determining which of said advertisements generated said web clicks.

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